



# **A Portrait of Gahanna Business**

**City of Gahanna  
Department of Development  
Business Survey Results  
2003**

Courtesy Gahanna News/SNP Inc.

# Survey Summary

- Goal: To Promote Available Development Services
- Mailed to 1350 businesses in Gahanna
- As of April 2003:
  - 17% of surveys returned (230)
  - Updated 7% of business database with returned information (94)
  - 17% of respondents requested a meeting with the Development Department (41)

# Survey Incentive

- Quick Reply Incentive
  - First 10 completed surveys received round of golf at Gahanna Golf Course
  - First 50 completed surveys received Panera gift certificate
- Long Term Reply Incentive
  - 6 week reply deadline
  - Grand Prize Drawing for “Weekend Of Gahanna Fun”
    - Local Business Sponsorship by Hotels & Restaurants
    - More City Golf (2 passes)
- Results
  - 17% of surveys were returned, more than half within 10 days
  - Rate of response slightly lower than last year

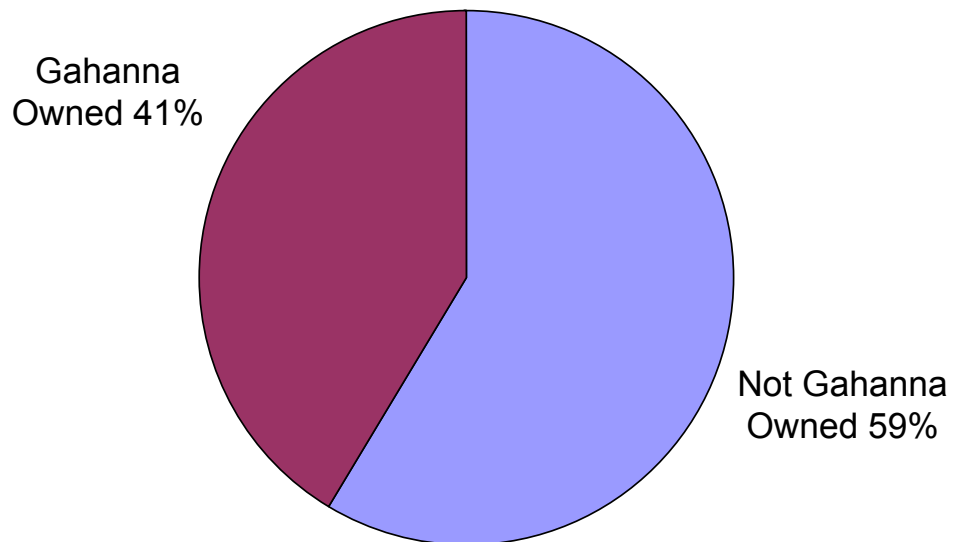
# Survey Information

- The 14 questions included:
  - Address & Info Update (contact info/e-mail)
  - Business & Ownership Information
  - 2003 Expectations (expanding, relocating, etc)
  - 2002 Economic Success Rating
  - City Services Ratings
  - Opportunities to ask for assistance
  - Chamber Membership

# Business Ownership

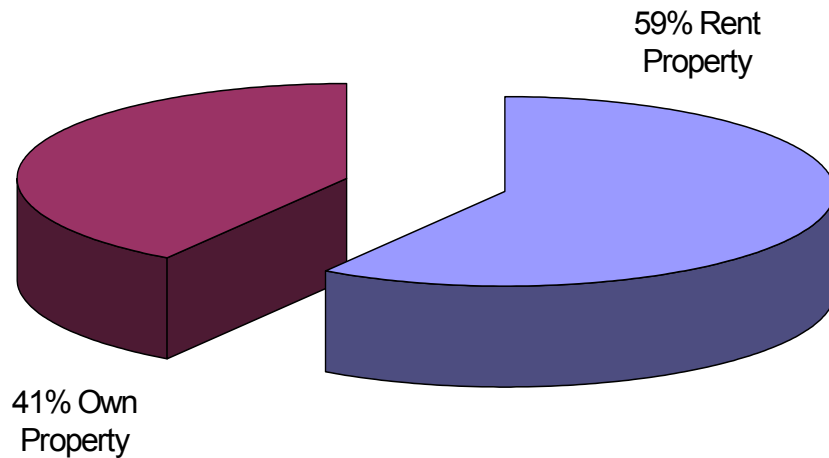
- Determine health of mix of businesses
- High % of Gahanna owned - perhaps skewed by higher probability of local returns
- 41% local & 59% non-local

## Gahanna Business Ownership



# Building Ownership Status

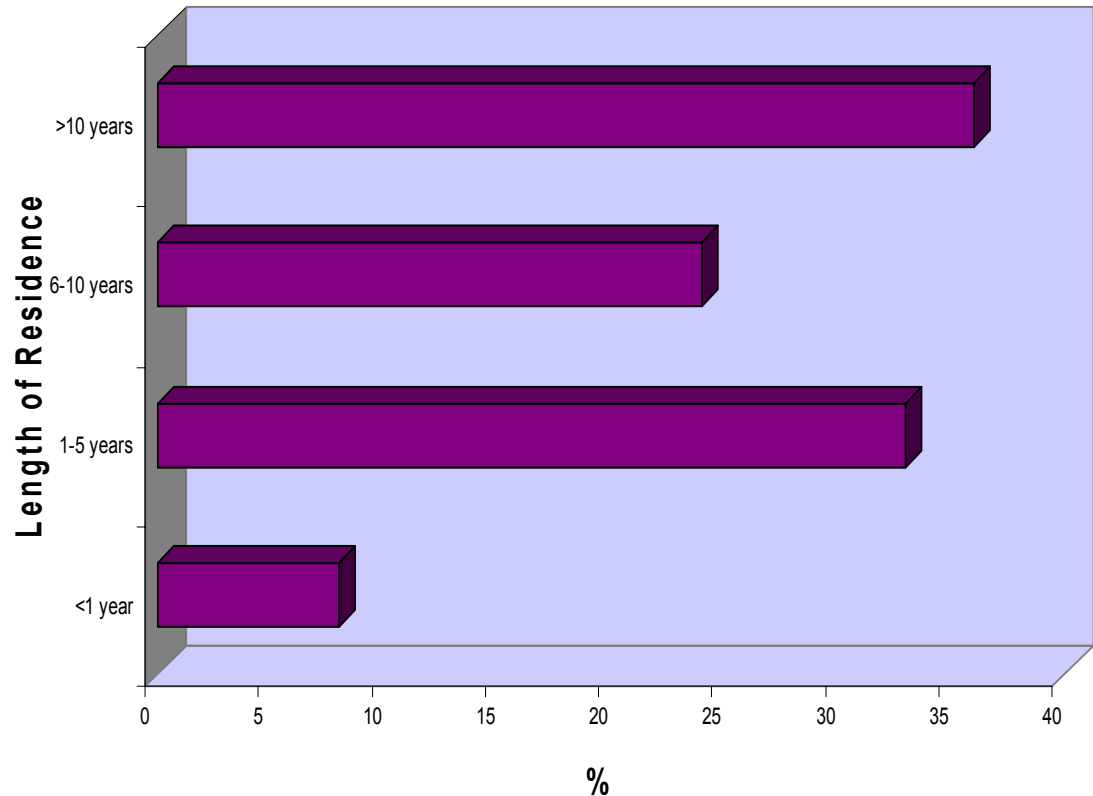
## Own vs. Rent Property



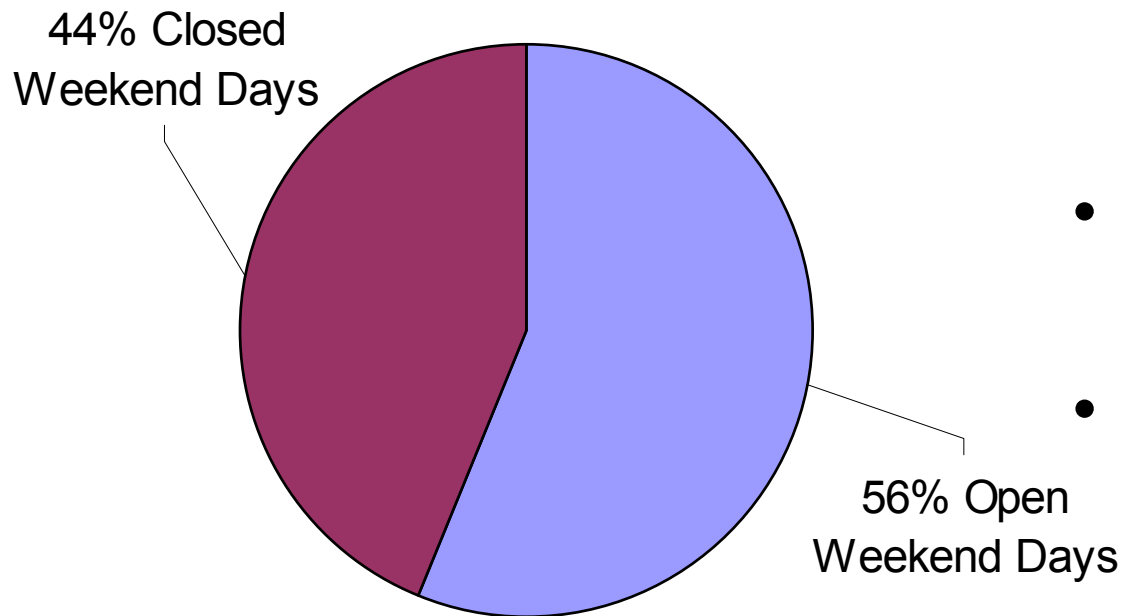
- Gives us a picture of the costs involved to local businesses
- Tells us about their ability to relocate
- 41% own & 59% rent

# Location Residency

- Stability of local businesses indicated
- The majority are well-established at their present location
- 60% reported 6+ years at present location



# Open on Weekends?

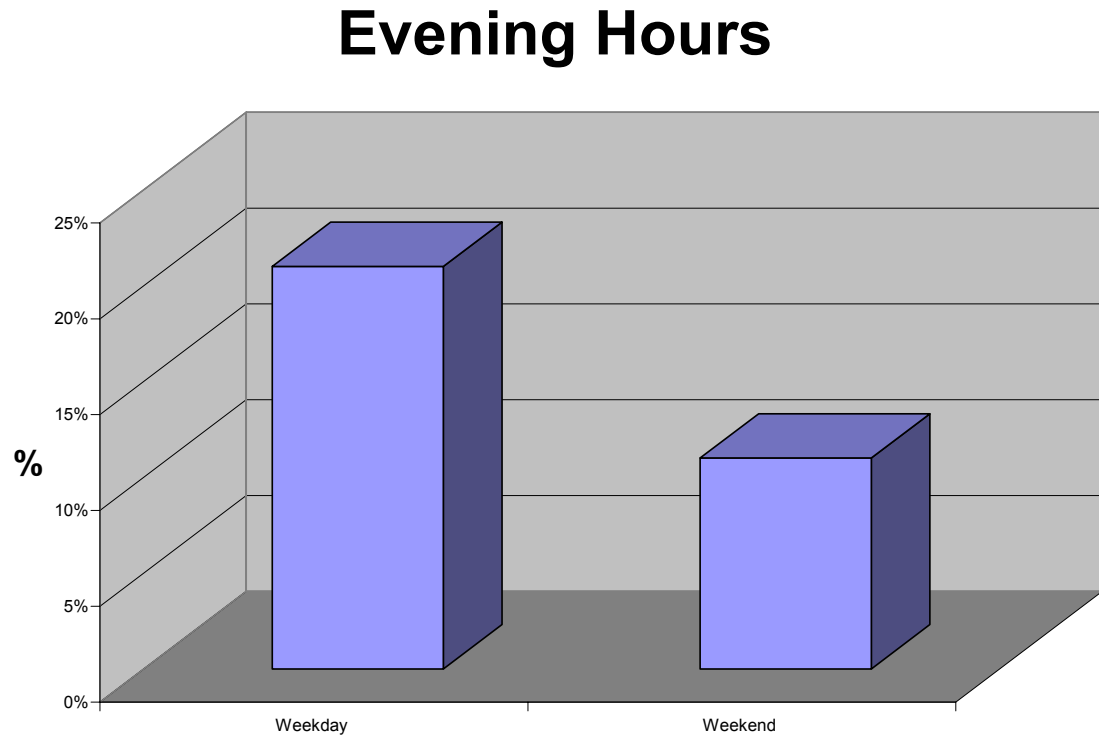


- Measure of Gahanna's Commercial & Retail Vitality on weekends
- 91% of respondents are open Mon-Fri
- 56% of respondents are open on weekend days

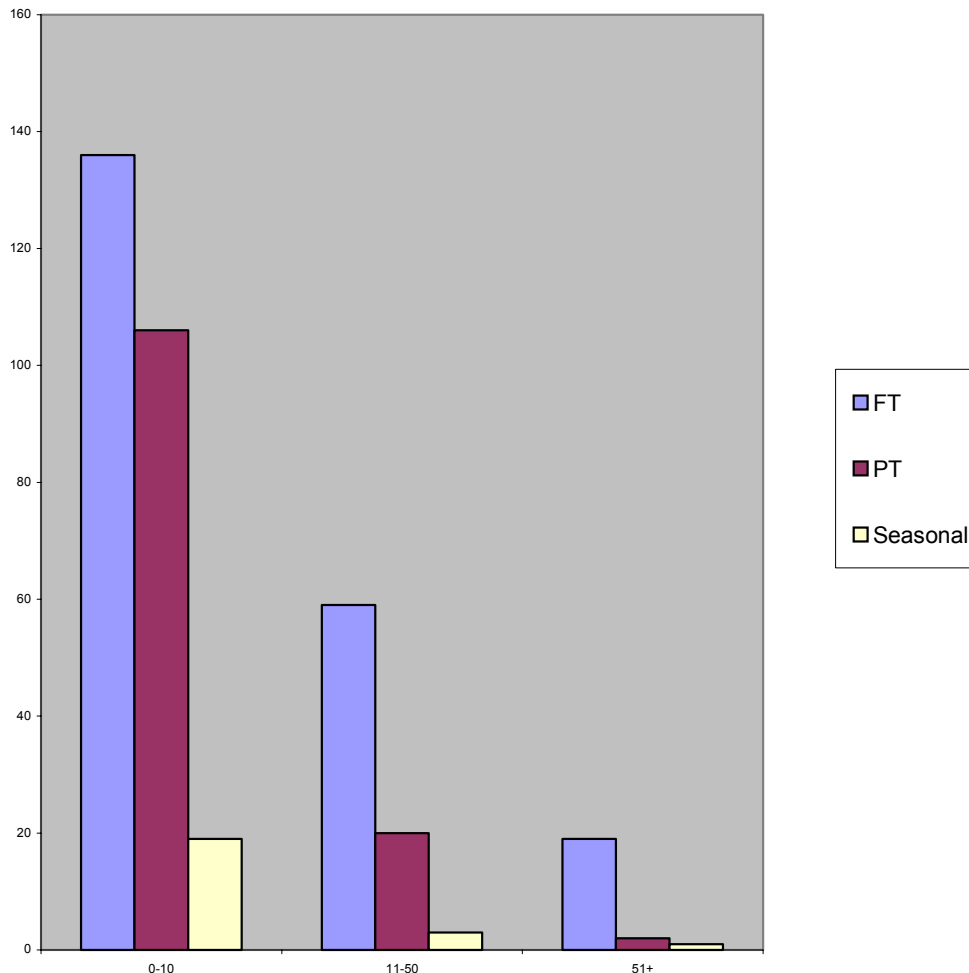


# Open on Evenings?

- Measures Gahanna's Business Activity after the regular business day
- 21% have weekday evening hours
- 11% have weekend evening hours

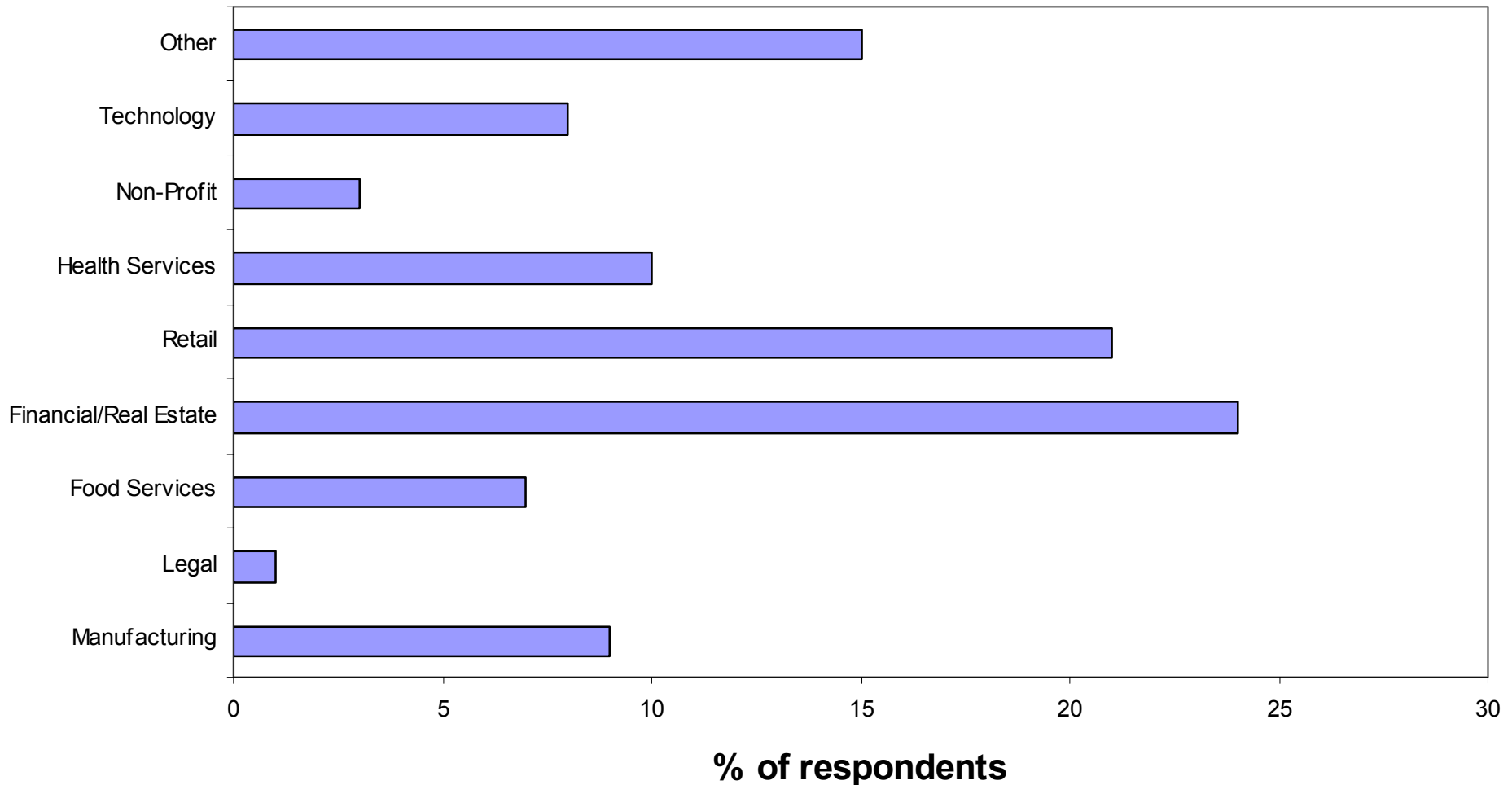


# Types of Employees



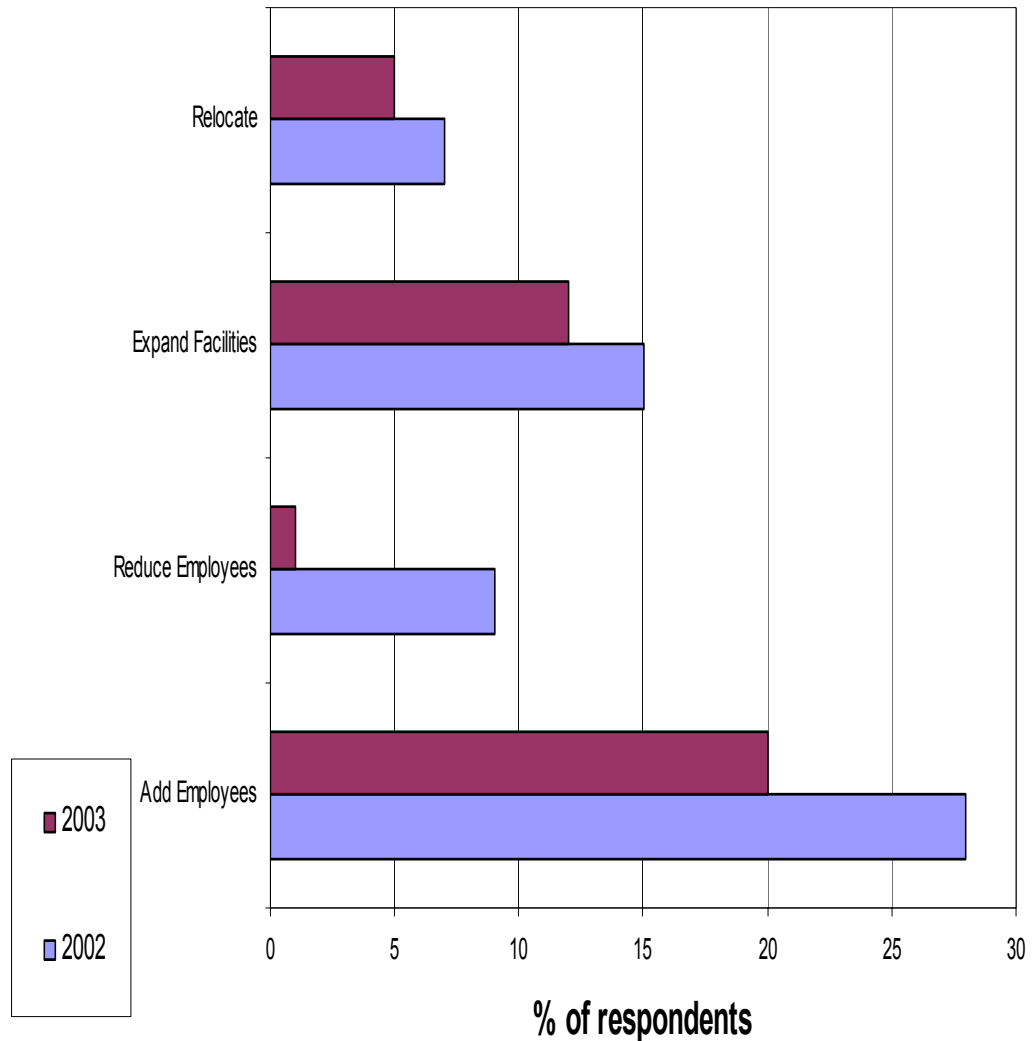
- This gives a picture of the type of jobs survey respondents provide
- Most provide 10 or fewer jobs per business
- Only 9% have more than 50 FT positions
- 90% have no Seasonals
- 47% have no PT
- Seasonals/PT down significantly from 2002

# Types of Local Businesses

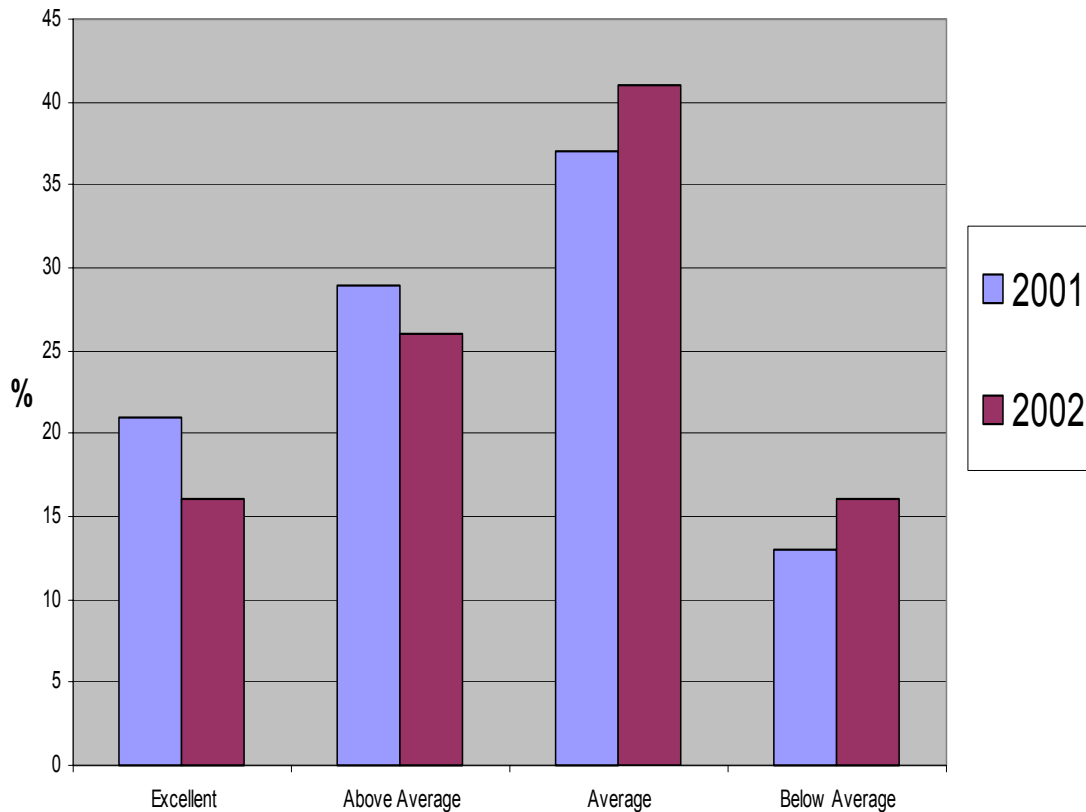


# Business Expectations for 2003

- Are the respondents growing, slowing, or going?
- 3% replied as leaving Gahanna or closing down
- 32% expected to add employees or expand
- Expectations down from 2002



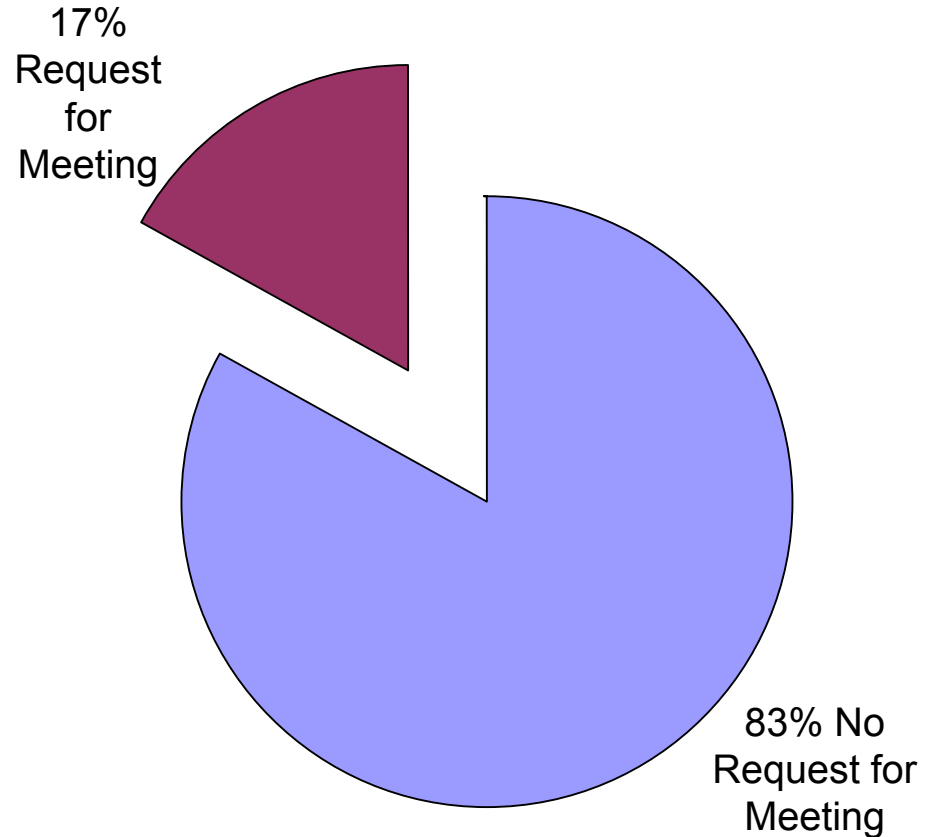
# Business Success



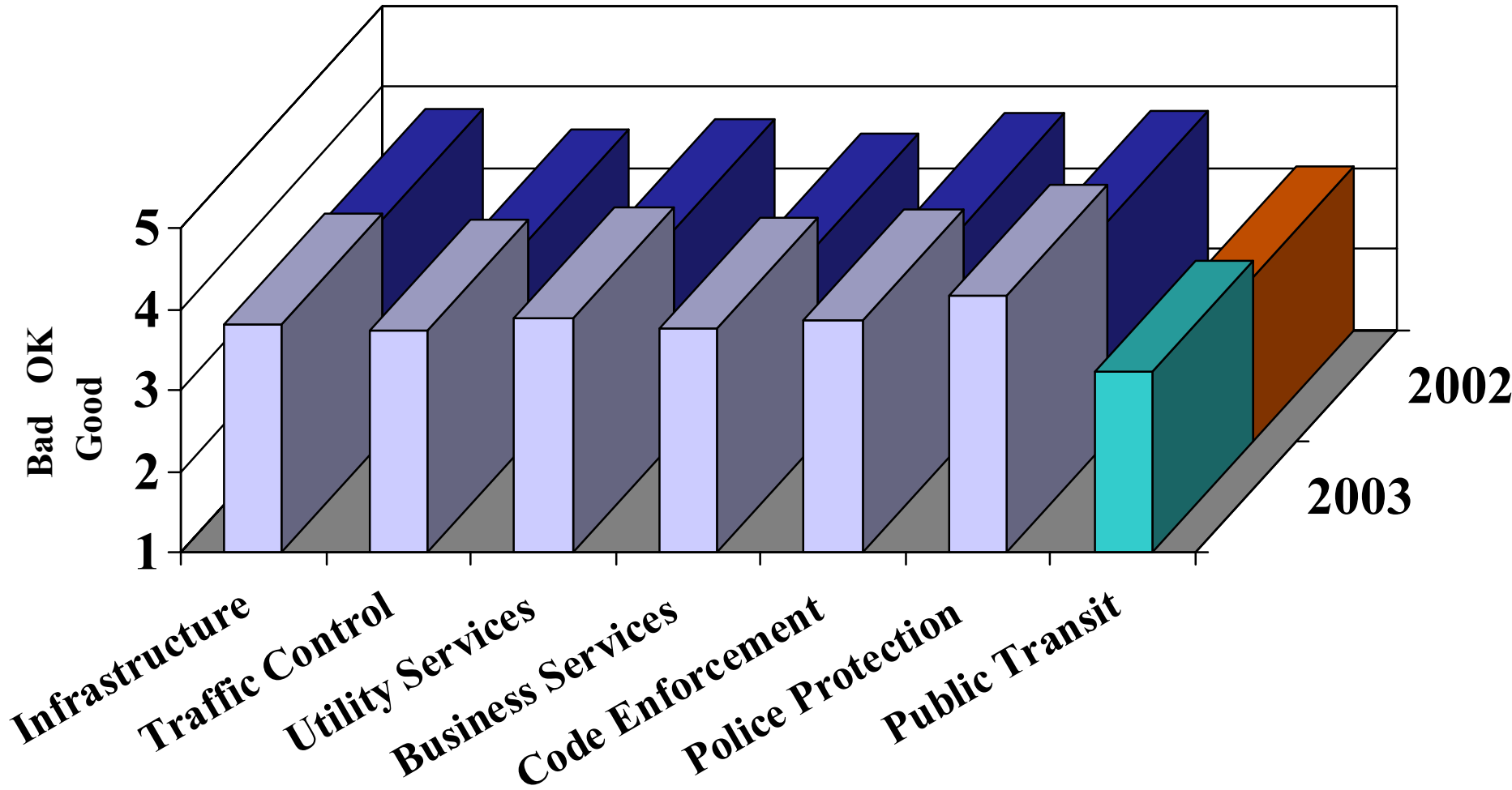
- Gauges the performance of respondents in the previous business year
- 42% enjoyed above average success in 2002
- 13% performed below average in 2002 (about same as 2001)

# Getting Development Involved

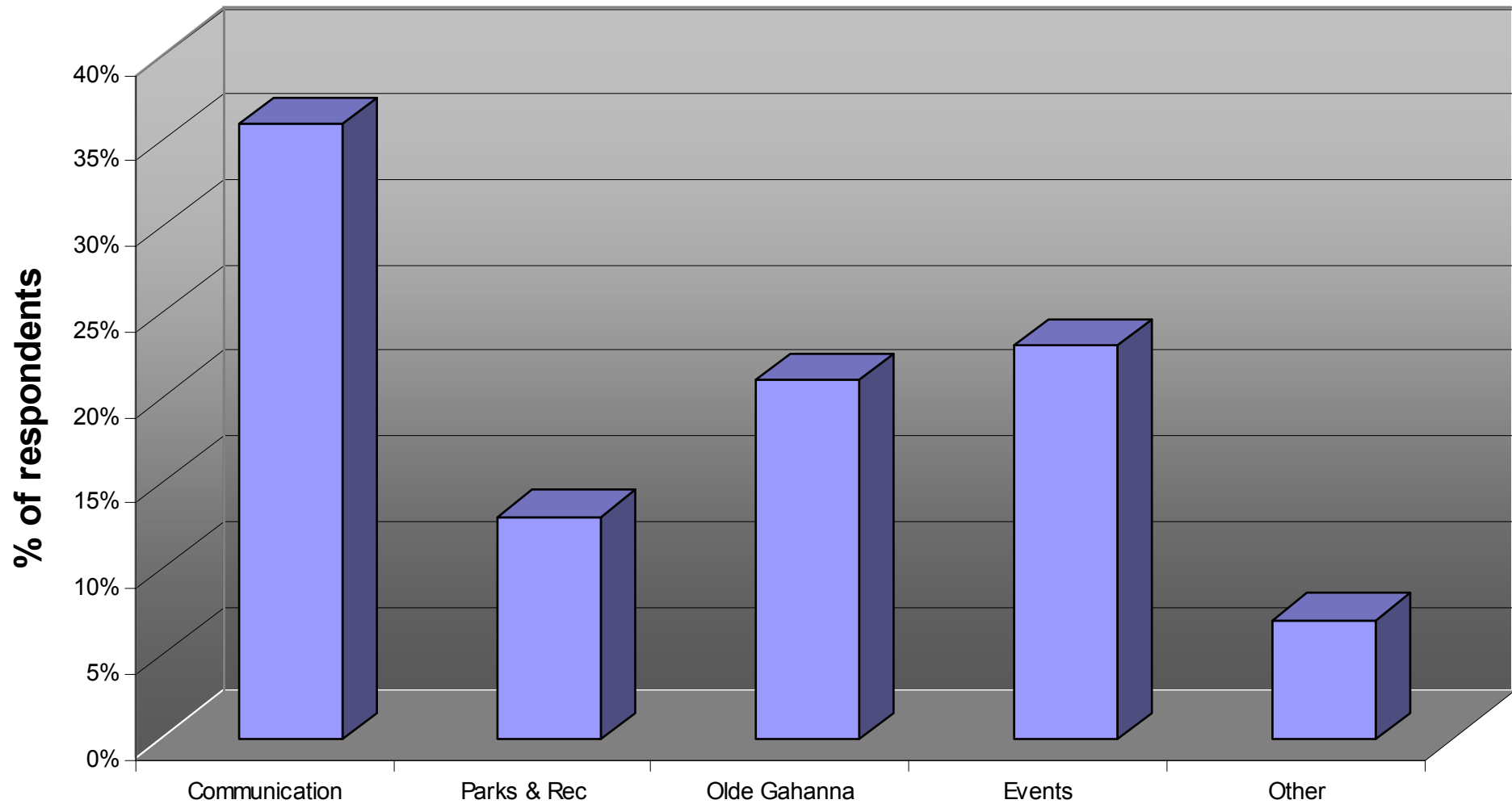
- Survey asked if the Development Dept. could discuss future opportunities with their business
- 17% asked to meet with the Development Dept. (41 businesses)



# Rating City Services



# Most Important City Service





# Post-Survey Strategy

- 41 Businesses identified and contacted by the Development Department
- Summary of Survey Results presented to Council and the Chamber of Commerce
- Businesses who replied “leaving Gahanna” were contacted immediately as surveys were returned

# Post-Survey Strategy

- Ideas to improve next year's results?
- Other Ideas?